

New vs Returning

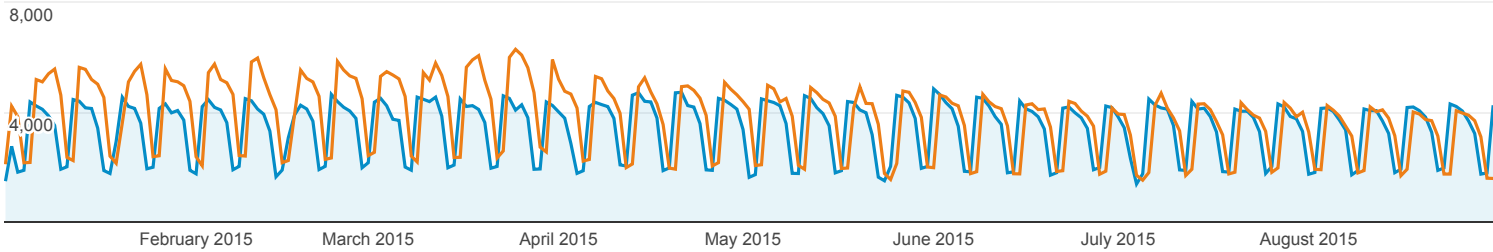
Jan 1, 2015 - Aug 31, 2015
Compare to: Jan 1, 2014 - Aug 31, 2014



Explorer

Summary

Jan 1, 2015 - Aug 31, 2015: Sessions
Jan 1, 2014 - Aug 31, 2014: Sessions



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	10.53% ↓ 823,217 vs 920,140	5.51% ↑ 43.29% vs 41.03%	5.61% ↓ 356,386 vs 377,561	17.51% ↓ 28.41% vs 24.18%	2.91% ↓ 4.41 vs 4.54	20.53% ↓ 00:05:05 vs 00:06:23	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Returning Visitor									
Jan 1, 20	466,831 (56.71%)	0.00%	0 (0.00%)	28.70%	4.25	00:05:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 20	542,579 (58.97%)	0.00%	0 (0.00%)	24.15%	4.27	00:07:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Chang	-13.96%	0.00%	0.00%	18.86%	-0.56%	-26.80%	0.00%	0.00%	0.00%
2. New Visitor									
Jan 1, 20	356,386 (43.29%)	100.00%	356,386 (100.00%)	28.03%	4.62	00:04:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 20	377,561 (41.03%)	100.00%	377,561 (100.00%)	24.22%	4.93	00:05:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Chang	-5.61%	0.00%	-5.61%	15.73%	-6.27%	-7.57%	0.00%	0.00%	0.00%

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